



Founded by Mexican American Women in 1974

April 5, 2010

Chairman Julius Genachowski
Commissioner Meredith Attwell Baker
Commissioner Mignon Clyburn
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: GN Docket No. 09-191

Dear Chairman Genachowski and Commissioners:

MANA, A National Latina Organization, is a nonprofit, advocacy organization established to empower Latinas through leadership development, community service, and advocacy. MANA accomplishes its mission through programs in two focus areas: strengthening Latina community leaders through educational programs, and encouraging adolescent girls to pursue academic achievement. As an organization seeking to empower Latinas, we value broadband's ability to provide enhanced educational opportunities and we advocate for its adoption by those in our community.

Traditionally, members of minority communities, including Hispanic Americans, have been part of a technologically underserved population. However, the Pew Research Center found that, in the last few years, home broadband adoption has greatly increased. From 2006 to 2008, internet usage among Latino adults increased from 54% to 64%. Additionally, Latina adults also increased their usage by 10 percent from 52% to 62% during the same time period. Another important trend to note is Hispanic Americans' adoption of the mobile Internet. In 2009, 53% of Hispanic Americans had used a handheld device to go online compared to 58% of African Americans and 33% of Whites, per the Pew Research Center. These statistics signify an encouraging trend in broadband adoption, which will hopefully persist as our society continues efforts to bridge the digital divide.

Still, as noted in a recent Commission blog post, "roughly 14 million Americans do not have access to broadband, and more than 100 million Americans who could and should have broadband don't." As an organization which focuses on furthering achievement and enabling growth opportunities, MANA understands the role incentives play in fostering positive behavior. If the Commission truly hopes to bridge the digital divide, they must focus on actions and programs that encourage individuals to adopt broadband and support businesses who deploy it, instead of seeking to impose regulatory barriers.

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Additionally, until the Commission can provide thoughtful analysis and fact-based research proving net neutrality regulations will not adversely harm or deter broadband deployment and adoption in minority communities, we cannot support the Commission's efforts in the Open Internet proceeding.

Sincerely,

A handwritten signature in black ink that reads "Alma Morales Riojas". The signature is fluid and cursive, with the first name "Alma" being the most prominent.

Alma Morales Riojas
President and CEO